

# PICTURESQUE SONOMA VALLEY

ISSUED BY  
SONOMA VALLEY CHAMBER OF COMMERCE

W. REED, SECY.

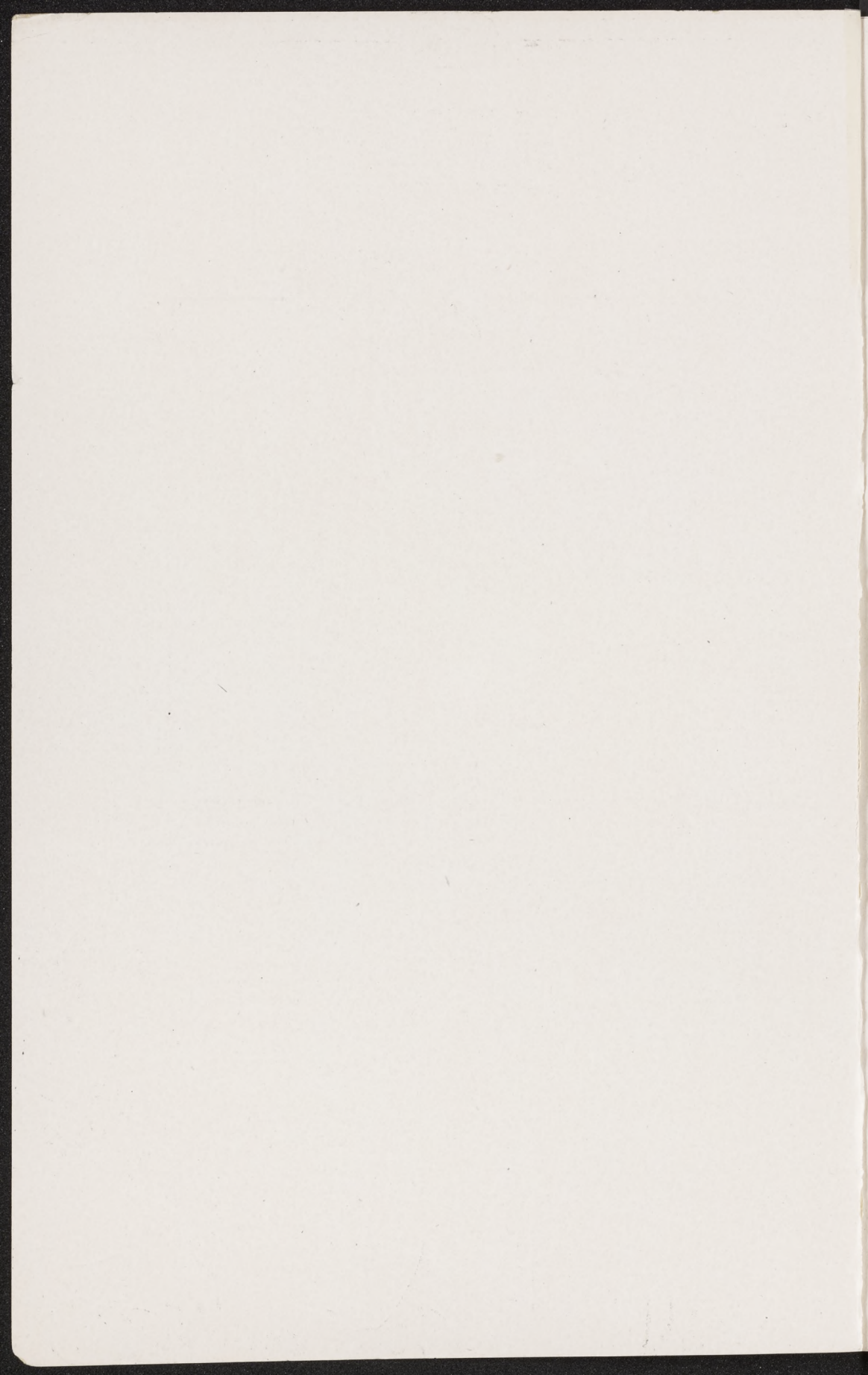
E. DUHRING, PRES.





SONOMA  
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SONOMA, CAL.  
PRINT.











# Picturesque Sonoma Valley.

The Land of Perpetual Plenty.



A BRIEF DESCRIPTION OF THE VALLEY IN GENERAL.

NOTHING BUT FACTS STATED.



SONOMA VALLEY lies north of San Francisco just 48 miles and covers about 21 miles in length and an average of 5 miles in width. It is bordered on either side by picturesque, tree-covered hills which gradually converge until they virtually meet at the northern end of the valley, thus making a natural protection from the harsh sea-winds and dense fogs of the coast, giving this section an ideal climate, free from the extremes, and furnishes the very best conditions for the raising of fruit and by-products.

The valley is traversed by many streams, which gradually wend their way to the not far distant bay of San Pablo, and in their course leaving many "a shady nook by the babbling brook" where picnic parties gather and many a hey-day is held. The entire valley is picturesque. Here the hills rise in their grandeur, meeting the sky line as though in battle array and there beneath us lies the beautiful valley, studded with dwellings, trees and shrubbery of every clime. To the south we see the San Pablo bay, distant, perhaps, 15 miles and in the intervening space our gaze rests upon broad fields, tilled by man and producing products of every kind and variety. To the southeast we see acre after acre of orchard and vineyard, rich in soil, productive and yielding annually a snug little sum to its several owners.

To the west we view a change in scenery. Here the land is divided in small tracts and on each tract nestles neat little homes and many out-buildings used for the housing of thousands of chickens.—This section is especially adopted to chicken raising. More about which will be stated later.

Gazing northwardly we view innumerable resorts, vineyards, orchards, general farming lands, etc., until a narrow ribbon denotes the convergence of the hills and shows an easily accessible path to Los Guilocos valley beyond.

In this picturesque valley, as outlined above, can be seen growing lucious oranges, pomgranates, prunes, pears, peaches, apples, apricots, persimmons, figs, quince, grapes, nuts of all kinds, grains and vegetables of great variety.

Is it a wonder then with all its natural resources that Sonoma valley is constantly receiving into its fold many home-seekers from the North, South and East, who are casting their lot with us, believing, as we do, that this is a Garden of Eden and a haven of health and happiness.



Land ranges in price from \$60 upward, according to location, productiveness and improvements.

The shippers of the valley have the choice of a water route and two railroads, to send their products to San Francisco and the freight rates range from 10 to 12 cents per hundred pounds from all Sonoma valley points to San Francisco.

### OUR CITIES.

**Shellville.** BEGINNING at the southern extremity of the valley we find the town of Shellville, at the junction of the Southern Pacific Railroad, the Northwestern Railroad and Tidewater, where excellent facilities are available for manufacturing. This town is of about three hundred population and lies somewhat scattered, but is one of most desirable locations for a cannery, creamery, mills of all kinds, factories, etc., and the investigator will find many advantages by locating here. In fact it would be hard to beat, for it is seldom that water meets rail of two different roads without property values going skyward at a rapid pace. Here property suitable for any purpose can be purchased from \$100 to \$200 per acre.

**Vineburg.** NEXT in our line of travel northward we find the growing little village of Vineburg. Known to us as one of the best shipping points in the valley. This village cannot properly be called a village as yet, but if present strides are criterion, it is not far distant when Vineburg can boast of a population of 500 enterprising citizens. Surrounding the village is one of the best fruit belts in the valley and to the east of the station lie the famous Gundlach-Buschu and Dresel vineyards and wineries, each noted for the excellence of their famous vintage and receiving noted patronage and mention the world over. Here too, is located the enterprising firm of John Batto & Sons, (incorporated), who do an extensive produce and shipping business, buy and sell real estate, etc. This firm also has a large fruit dryer on their property and many an orchardist, when prices are not up to his standard, hauls his fruit and produce to this firm, there to be dried and sold, or possibly stored, awaiting a favorably opportunity of disposing of the same.

**Sonoma.** STILL wending our way northward we drive through or pass orchard after orchard, or mayhap, vineyard after vineyard, and at last at the end of a two-mile ride we drive up that broad, shaded and densely populated thoroughfare called Broadway, to the city of Sonoma, the largest in the valley and so centrally located that Sonoma is and always will be the heart and soul to the valley as a body. On nearing Napa Street, at the head of Broadway, our gaze is arrested by a magnificent City Hall costing \$27,000.00, with two fountains in the foreground. A glance at this sight reminds one of a valued diamond nestled securely among a bed of pearls and gold, for what can be more beautiful than a modern cut-stone structure, resting amidst fountains, flowers, trees and foliage on an eight-acre tract where time, money and the brains of a generation have joined hands in modeling natural resources into beautiful walks and driveways, planting here and there a palm, yonder a semi-tropical flowering tree and erecting monuments in memory of past events recorded in the archives of history.

Thus we find Sonoma and were our coming scheduled, without question some enterprising citizen would meet us, ready to extend the hand of fel-





FOOTHILL ORCHARD, SONOMA VALLEY.



GATHERING ORANGES, SONOMA VALLEY



lowship and give us a hearty welcome to the second oldest city in the State, according to tradition. To be brief, we find Sonoma built on the old Spanish style, surrounding the park, with well kept streets on which we find many hotels and business houses, which we enumerate on another page.

It is not often the privilege of a city to boast of an artesian water system and another system being installed with a water pressure of 285 foot fall, thus bringing the insurance rates down to a minimum figure, and will furnish ample water for all purposes. Preparations are also being made for a new sewer system, which will be installed this coming summer.

Sonoma is the largest shipping and trading point in the valley, and our merchants are kept constantly busy supplying the demands of an exacting public, and a glance at the business places on another page will convince all that the necessities and luxuries of life are easily obtainable here.

Just north and within the city limits is a large quarry of basalt rock of the finest quality, owned by the Natomas Consolidated Company, a \$20,000,000 concern, employing 150 men in the making of paving blocks and various grades of crushed rock. This company's payroll is about \$10,000 per month, which goes principally to local stores and tradesmen.

Taking into consideration the electric and water power and exceptional inducements offered by the Chamber of Commerce it is not surprising to note that manufacturers are looking forward to Sonoma's becoming a thriving manufacturing center. Suitable sites are available at a nominal figure, and this Chamber offers the best of inducements to legitimate enterprises.

The population of Sonoma is about 2000, and, while there is no wildcat boom, there is a steady and ever increasing progressiveness that is much more desirable than the sudden boom and likewise sudden death of many other places. No, we have no gold or oil boom—better still—good, old mother earth filling the hand of thrift to overflowing.

Laborers average \$2.50 per day; carpenters, \$3 to \$5; teamsters, \$2.50 to \$3.50; clerks, \$50 to \$100 per month; ranch hands \$25 to \$40 per month, and in all branches of labor and trade a good demand, especially for carpenters.

During the past year a half million dollars has been expended for large picturesque buildings and the coming season will far exceed that amount.

Metropolis capitalists are securing large tracts here and are erecting magnificent homes and will reside with us during the summer season, enjoying our salubrious climate.

The fraternity man will find a host of brethren to welcome him, for nearly every lodge is represented here, many of which have a large membership and hold very enthusiastic meetings.

To reach Sonoma take the Northwestern Pacific boat at the Ferry building, San Francisco, for Sonoma, or the Southern Pacific boat at the Ferry building, buy tickets to El Verano, ride two miles in a bus and alight in Sonoma. If you are coming direct from the east buy your ticket to El Verano, Cal., the railroad authorities will see that you make the proper transfers.

Your local station agent will give you all necessary information as to rates, route, ect.



Twenty-Second Industrial Exhibition

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# MECHANICS' INSTITUTE

SAN FRANCISCO, CALIFORNIA

This is to Certify, that a

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*One Thousand Dollars*

HAS BEEN AWARDED TO

*Senoma Valley*

FOR

*Best Display of Farm Products*



*Al. J. Smith*  
Secretary

*R. M. Cornwell*  
President

OF

*Fifty Dollars*

HAS BEEN AWARDED TO

*Senoma Valley*

FOR

*Best Display of Citrus Fruits*



*Al. J. Smith*  
Secretary

*R. M. Cornwell*  
President

OF

*Twenty-five Dollars*

HAS BEEN AWARDED TO

*Senoma Valley*

FOR

*Best Display of Vegetables*



*Al. J. Smith*  
Secretary

*R. M. Cornwell*  
President

OF

*Fifty Dollars*

HAS BEEN AWARDED TO

*Senoma Valley*

FOR

*Best Table Grapes*



*Al. J. Smith*  
Secretary

*R. M. Cornwell*  
President



### FACTS ABOUT OUR CITY.

A BRIEF OUTLINE OF OUR MANY BUSINESS HOUSES AND OTHER ADVANTAGE-  
OUS POINTS, SHOWING A PROSPEROUS AND THRIVING CITY.

- A population of 2000.
- Good grammar school.
- Good High school.
- Good Convent school.
- Three churches.
- A modern planing mill.
- A cold storage and ice plant.
- Two competing railroads.
- A large basalt quarry and rock crusher.
- Steamer connection with San Francisco.
- A machine shop.
- Seven wineries.
- Several distilleries.
- Eight hotels.
- Two rural mail routes.
- Local and long distance telephone system.
- A livery stable.
- Three barber shops.
- A steam laundry.
- A young men's club.
- A driving club.
- A brass band.
- Two tailors.
- Two newspapers.
- A furniture store.
- Three hardware stores.
- Four plumbing establishments.
- A commercial and savings bank.
- Two news depots.
- Three ice cream and candy parlors.
- Two drug stores.
- Three bottling works.
- Four bakeries.
- Six shoe stores.
- Three attorneys.
- Four physicians.
- Two sanitoriums.
- Three grocery stores.
- Two harness shops.
- An efficient fire department.
- A fine system of water works.
- Electric light and power system.
- A steady and permanent growth
- An eight-acre plaza or public park.
- Three shoe repairing shops.
- A veterinary surgeon.
- Two bicycle stores.
- Four blacksmith shops.
- A fine city hall.
- One restaurant.
- Private boarding homes.
- Several stores where cigars and liquors are sold.
- A fruit dryer.
- A United States bonded warehouse.
- A storage warehouse.
- A jewelry store and repair shop.
- Two public halls.
- Two paint shops
- Young peoples' societies—Christian Endeavor, Epworth League, Young Men's Institute.
- Two lumber yards.
- Two vegetable and fish markets.
- Two meat markets.
- Several contractors and builders.
- A free public library.
- Lodges of nearly all fraternal societies.
- Western Union telegraph and cable office.
- Wells-Fargo express office.
- Good residence lots for sale at from \$200 up.
- Two real estate offices.
- A Chamber of Commerce.
- A Woman's Improvement Club.
- Several flowing artesian wells.
- Perfect drainage to tide water.
- No malaria.
- No alkali water.
- A never failing supply of pure water.
- Two wood and coal yards.
- A fine healthful climate.
- Abundance of rain.
- A money order post office.
- Wide, clean streets.
- One of the widest and finest thoroughfares in the State—Broadway.
- Healthy and prosperous people.





AWARDED FIRST PRIZE FOR BEST DISPLAY OF FARM PRODUCTS AT  
MECHANICS' INSTITUTE, SAN FRANCISCO.

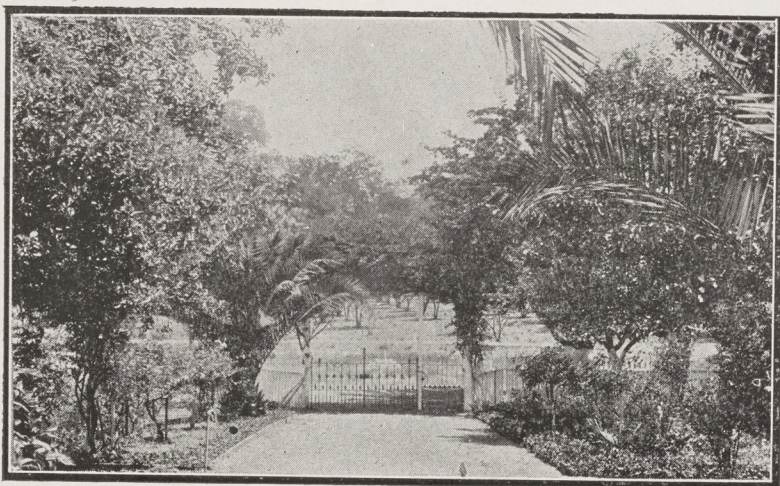


AWARDED FIRST PRIZE FOR BEST FLORAL DISPLAY AT MECHANICS'  
INSTITUTE, SAN FRANCISCO.



Leaving Sonoma, we journey westward for a distance of two miles **El Verano.** and visit the town of El Verano, noted for its summer accommodations and poultry industry, and is the shipping point for central Sonoma Valley, via the Southern Pacific railroad. West of this village lies the chicken belt of the valley. Many a man with small capital, has invested his money in a five or ten-acre tract and stocked the same with chickens, has since made a good living and is laying aside a portion of the profits for that storm beset time when the income ceases and the curtains of inactivity and old age surround us. Land in this section can be bought from \$60 to \$150 per acre; \$100 being the prevailing price.

In El Verano proper are located many large and commodious hotels and resorts where, when the warm spring weather drives the city folks to the country, over 4000 people come for their annual pilgrimage and while away the time on pleasure bent and enjoy our health restoring climate and medicinal springs.



ENTRANCE TO A SONOMA VALLEY HOME.

Again seated in our buggy, we drive past resort, pavilion and club house, orchards, and vineyards, along beautiful Sonoma Creek for a distance of one and one-half miles and stop at Boyes Station. The famous Boyes Hot Springs are located at this point and here thousands come for recreation, pleasure and partake of the curative waters of this famous resort. Large grounds, a fine hotel, theatre, cottages, baths, swimming tank and a well equipped bottling plant, all surrounded by spacious and beautiful grounds add to the many advantages of this point. Opposite the Springs lies Woodleaf Park, dotted with summer cottages, which are surrounded by giant oaks and picturesque scenery, and stores and restaurants abound on either side of the thoroughfare.





AWARDED FIRST PRIZE FOR BEST TABLE GRAPES AT MECHANICS' INSTITUTE,  
SAN FRANCISCO.



AWARDED FIRST PRIZE FOR BEST WINES AT MECHANICS' INSTITUTE,  
SAN FRANCISCO.



**Agua  
Caliente.**

Leaving Boyes Station our next step northward shows us on the right hand hills and vales, shady and picturesque—modeled by nature's hand. On our right the broad expanse of the valley still controls the eye. Upon reaching Agua Caliente we view the famous Agua Caliente Springs, a health resort of years standing, bearing a reputation for its curative waters and its delightful and restful surroundings. It was at this place in the early days that Gen. Joe Hooker made his headquarters and Gen. Grant, lieutenant at that time, did



CONGREGATIONAL CHURCH, GLEN ELLEN.

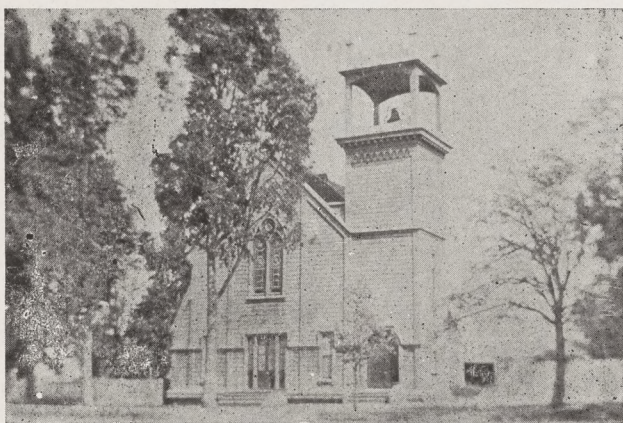
duty. The large and ever growing patronage bespeaks the popularity of this place, where thousands enjoy a plunge in the large swimming tank or a stroll in the magnificent grounds. Elieida Springs is also located at Agua Caliente, having also large spacious grounds, a modern hostelry, artesian hot water and a large swimming tank. This resort has only been running a year but is rapidly gaining a large patronage and a good reputation. To Boyes Springs, Agua Caliente Springs and Elieida Springs come thousands during the entire year seeking health and recreation.

Driving westwardly across the valley after leaving Agua Caliente **Eldredge.** we pass vineyard, orchard and farming land in plenty and skirt along for a couple of miles near Rudolph Speckles' large, picturesque and valuable ranch of many thousand acres, where deer and other game abound in the distant hills and the fertile foothills keep a score of help busy





METHODIST EPISCOPAL CHURCH. SONOMA.



CONGREGATIONAL CHURCH, SONOMA.



gathering the large and varied crops. Adjoining the sugar magnate's place is Eldridge, the location of the Sonoma State Home for feeble-minded and where the State has spent millions of dollars for erecting fine buildings and in the welfare of 700 unfortunate beings. At this institution there are upward of 200 employees and a corps of efficient officers who see that none are abused and that all receive their just deserts.

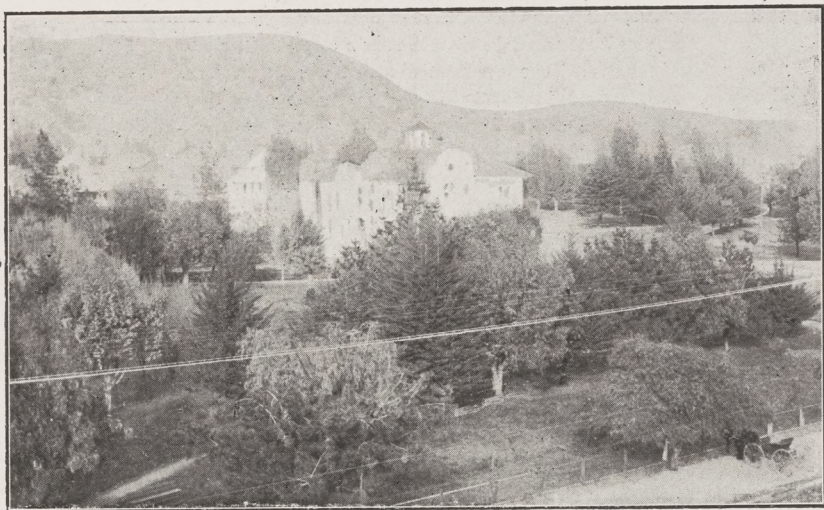
Last, but not least, we enter the beautiful and thriving city of **Glen Ellen.** Glen Ellen, resting as a sentinel at the most northern extremity of our valley, guarding, as it were, the north approach to picturesque Sonoma Valley. Glen Ellen lies surrounded by hills and canyons



ST. MARY'S (CATHOLIC) CHURCH, GLEN ELLEN.

that are covered with beautiful foliage and filled with many a murmuring brook. The city proper is composed chiefly of business houses and hotels, the former drawing support from the thickly settled country surrounding, from people who prefer to dwell in nature's beautiful gardens than in the close confines of a town. The hotels entertain many summer boarders and for many months during the Spring, Summer and Autumn they are filled to their utmost capacity by people that desire to escape from the heat and turmoil of the great cities close by. It is also the terminal of the Northwestern Railroad branch line and the Southern Pacific carries much traffic to and from this point.





BIRDSEYE VIEW OF PLAZA, SONOMA.



FOUNTAIN IN THE PLAZA, SONOMA.



**Our Rainfall.** The smallest annual rainfall ever recorded in Sonoma Valley was 22 inches and the greatest amount was 38 inches. The average yearly rainfall for the past ten years has been 26.60 inches and it is estimated that 20 inches would be amply sufficient to insure a crop. The lowest temperature on record in this valley was 28 degrees above zero and it is very seldom that it reaches 100 degree in summer. The usual range in winter is from 38 to 65 degrees and in summer from 66 to 90 degrees Fahrenheit. Snow has fallen three times in the past thirty years and then remained on the ground less than 24 hours. No irrigation is necessary in raising any crop in this valley, with the exception of oranges, alfalfa and late vegetables, which are watered late in the season.



SONOMA VALLEY UNION HIGH SCHOOL, SONOMA.

**Soil and Productions.** There is practically no waste lands throughout the length and breadth of Sonoma Valley. The grapes that make the finest wines in the world, as proven by contest at the World's Fair at St. Louis, are produced on the rocky hill lands. Other hill lands produce olives and all the fruits common to the temperate zone, as well as excellent pasturage for stock. The lighter valley lands are adopted to poultry raising, while the rich valley lands are devoted to vineyards, orchards and grain.

**Wine Making.** The most important industry of Sonoma Valley is wine making and the wines produced here are unexcelled anywhere. Prices average well for wine grapes, and for the past twenty years have been about \$15 to \$30 a ton, while wine grapes showing a high percentage of sugar have brought as high as \$32.50 per ton. The yield is from six to ten ton per acre, according to the age of the vines, the soil and the care bestowed on the vineyard. Wines produced in this valley were awarded first prize at the St. Louis Exposition in 1904 and a gold medal at the Portland Fair in 1905.



All products are the result of ordinary farming—no irrigation except for late gardens. Non-failing crops for over seventy years is the record here. Dairies, vineyards, orchards, poultry and general farming are all paying and fixed enterprises here.



ST. FRANCIS' (ROMAN CATHOLIC) CHURCH, SONOMA.

**Premiums.** At Mechanics' Institute, San Francisco, Sonoma Valley was awarded first prize for "best table grapes, best display of wines, best display of farm products and best floral display" and other premiums in competition with the entire State. At the Paris Exposition our olive oil was awarded first premium. At the St. Louis Exposition our wines were awarded the grand prize. At the Pan-American the wines of this valley were awarded first prize, and the Alaska-Yukon Exposition gave our wines the grand prize. See other pages for displays and premiums.



Within the past eight years the poultry industry has made **Poultry Industry.** rapid strides and is now one of the leading industries of the valley. Those who are now engaged in the business say that this valley is especially adapted to the raising of all kinds of poultry. The largest poultry farms have flocks that exceed the 10,000 mark and hatcheries of large capacity are taxed to their utmost to meet the demand for chicks. The small capital necessary to engage



CITY HALL, SONOMA.

in this business and the large returns make this industry especially attractive to the farmer of small means and is correspondingly profitable when conducted along more extensive lines. A strong feature, important to the success of poultry raising, is that young chicks are strong and healthy from the time of hatching, and it is not uncommon to raise from 90 to 95 per cent of the eggs put in the incubator. Sonoma furnishes a reliable and cash market for eggs, and pays out monthly over \$6000. In addition to eggs poultrymen ship large quantities of fryers and broilers to the city markets. Numerous instances could be cited where a small farm, stocked with standard bred fowls, has not only made a good living for the family but enabled the owner to lay aside a comfortable surplus each year.



PICTURESQUE SONOMA VALLEY

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"Go west young man" said Greeley,  
and we bid you come !

"HONESTY" is our Watchword.  
"INTEGRITY" our Motto.

## *Sonoma Real Estate Co.*

SONOMA CITY, CALIF.

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*Special attention paid to correspondence*

We are the largest Real Estate firm in Sonoma and we get satisfactory results

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*Established 1855.*

*A Modern Store For Modern People*

LARGEST STOCK,

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PERFECT SERVICE.

VISITORS TO SONOMA ARE INVITED TO INSPECT OUR STORES  
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DO YOU WANT  
TO BE A  
SUCCESSFUL  
POULTRYMAN ?

THOROUGHBREDS EXCLUSIVELY  
**S. C. WHITE LEGHORNS**  
"BRED TO LAY"

*Baby Chicks and  
Eggs for Hatching,*

Not Simple Chicks but *Stock*  
That lays and pays. Call and  
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BUENA VISTA POULTRY YARDS,  
**F. W. DOBBEL,**  
SONOMA, CALIFORNIA

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**LIGHT AND POWER**  
ANYWHERE IN SONOMA VALLEY  
See  
**Sonoma Valley Co.**

*Vacuum Cleaners,  
Electric Irons,  
Pumping Plants,*

**ELECTRIC SUPPLIES OF ALL KINDS**

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Hot Springs Near By.

*El Verano, Sonoma County, California*

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**REAL ESTATE AND INSURANCE**

We have the entire Valley on our lists. All communications  
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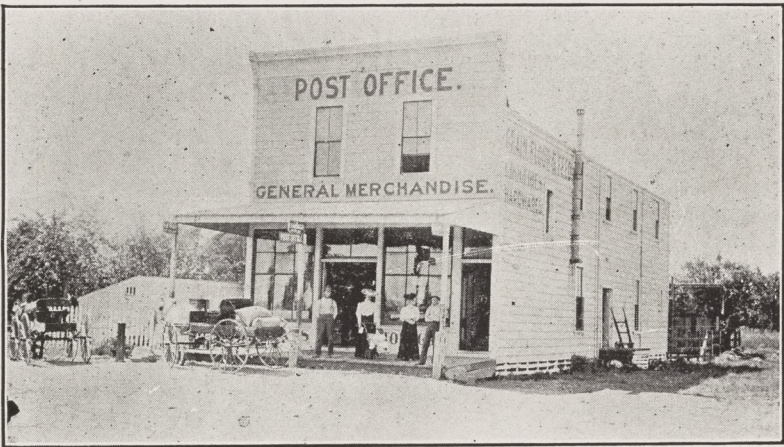
OPPOSITE UNION HOTEL  
NEAR MASONIC TEMPLE

SONOMA CITY, CALIF.



PICTURESQUE SONOMA VALLEY

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*M. F. MULLEN,*

DEALER IN

*GENERAL MERCHANDISE*

*El Verano, Sonoma County, California*

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*O. R. WAGNER*

*Real Estate and*

*Subdivisions*

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MASONIC TEMPLE BUILDING

SONOMA CITY, CALIF.



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## HOTEL EL DORADO

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Come once and you will *get the habit* of coming again. We can furnish  
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CLOTHING, FEED, PAINTS, ETC.

F. CLEWE,

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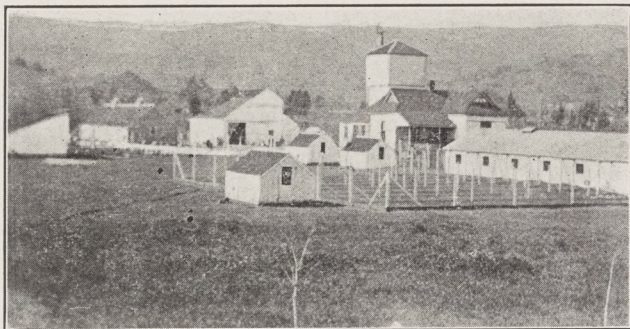


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HOME OF THE  
**EL VERANO HATCHERY**

H. D. BURMESTER, PROPRIETOR  
EL VERANO, SONOMA COUNTY, CALIFORNIA



Hatching Capacity, 25,000 per Month. Brooder Capacity 6000.

2000 Breeding Hens.

Breeder of Thoroughbred S. C. White Leghorns. (Wycoff Strain).

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**J. W. MORRISSEY**

*The Poultrymen's Friend*

*Feed, Grain, Groceries, and Hardware*

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SONOMA, CALIFORNIA

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**Sonoma City Bicycle Store**

AND REPAIR SHOP

**Agent for High Grade Bicycles**

I do all repairing in the bicycle line.  
so you save express charges.

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Broadway, SONOMA, CALIF.

**W. H. BRIDGES**

*Harness Maker*

LARGE LINE OF HARNESS AND  
HORSEMEN'S SUPPLIES

Repairing Neatly and Promptly Done.  
Workmanship Guaranteed.

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Boots and Shoes.  
Suits Made to Order



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EL VERANO, CAL.

*Lumber of all Kinds*

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THE BEST  
THE CHEAPEST

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**RATES REASONABLE**



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meats. The best of every-  
thing in our line.



SONOMA. - CALIFORNIA

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**EL VERANO VILLA**

**L. LAMOTTE, Prop.**



An Ideal Summer Resort,  
The best accomodations  
at reasonable rates.



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**ELEDA HOT SPRINGS**

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Large Modern Hotel. Large  
Swimming Tank. Rates  
reasonable.



AGUA CALIENTE. CALIFORNIA



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S. CIUCCI, Proprietor,

*The best meals in the Valley*

*Rates \$1.00 per day and up*

FINE WINES, LIQUORS AND CIGARS IN STOCK

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*Sonoma, California.*

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MAKERS OF CALIFORNIA WINES  
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*Lumber and Mill Work.*

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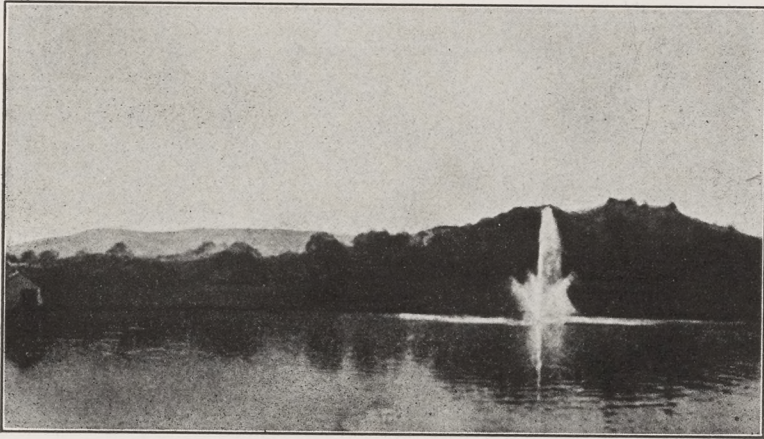
TELEPHONE, MAIN 674

SONOMA, - - - CALIFORNIA.



PICTURESQUE SONOMA VALLEY

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## Yulupa Springs

*Showing the Source of the Sonoma Valley  
Water Works*

Supplying Sonoma City, El Verano, and the surrounding country. This is the best water in the county and has been known for years as a certain cure for indigestion, and general stomach complaints. Drink it and get well. It is piped to most resorts and houses, and be careful and stop at a places that has the YULUPA SRINGS WATER. Certain cure for all stomach complaints.

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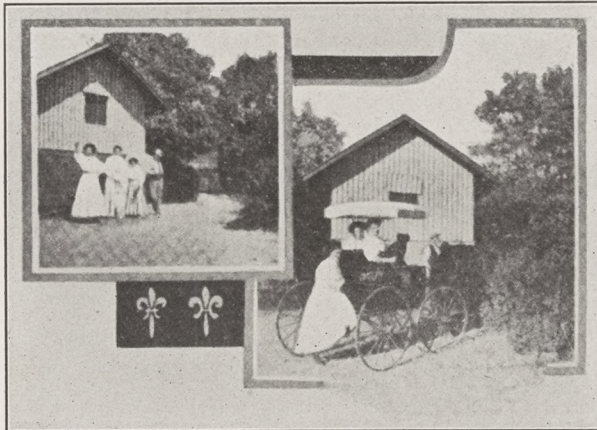
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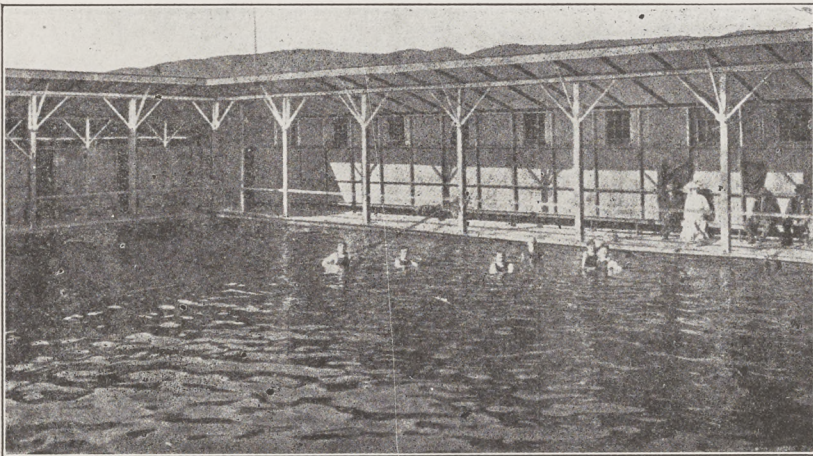
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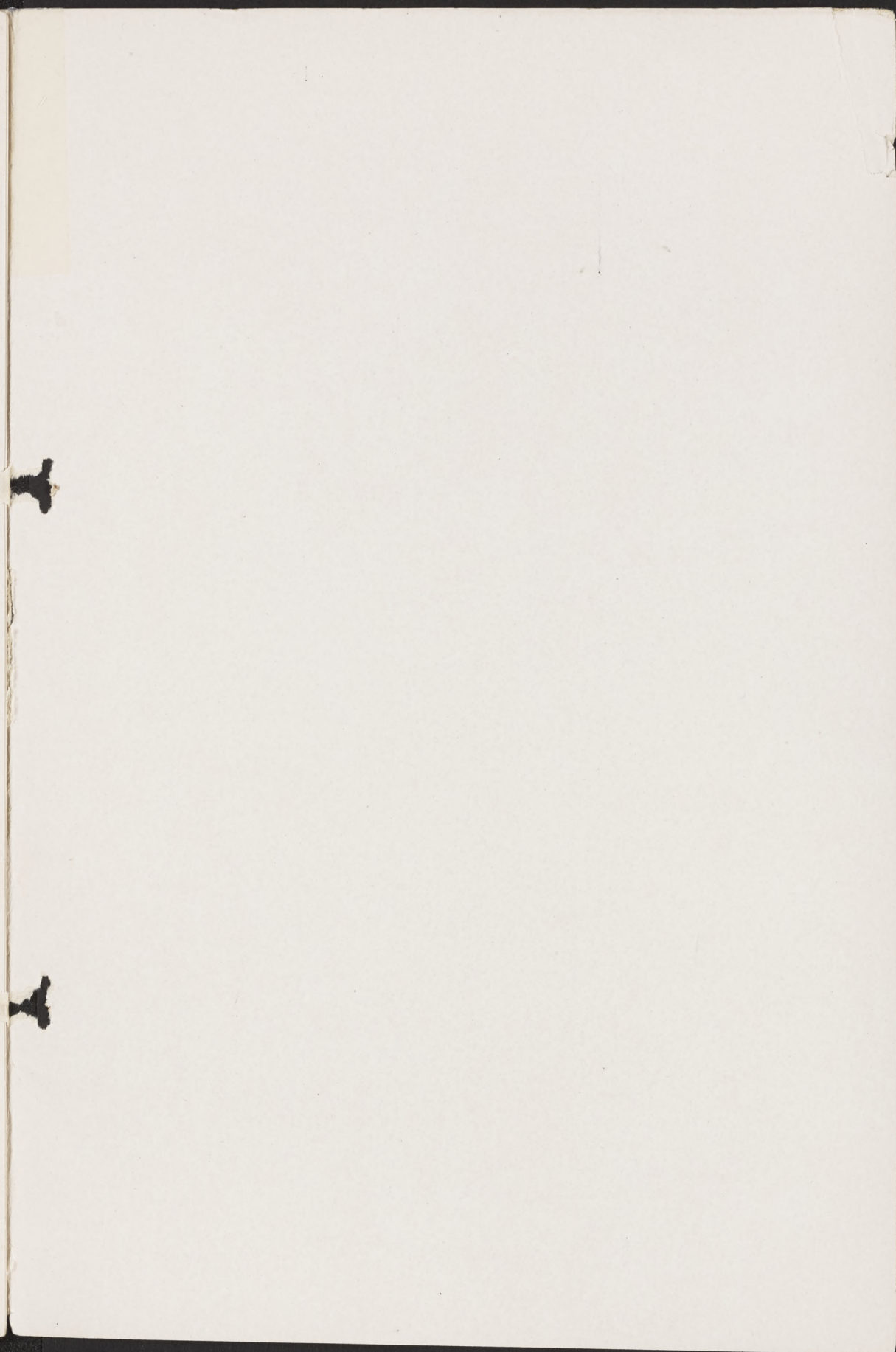
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